

### **REMARKS**

Claims 1-4, 6-9, 11, and 13-15 are now pending in the application. By this paper, claims 1 and 13 are amended. Support for the amendments is found throughout the specification, claims, and drawings as originally filed, including paragraphs [0042], [0048], and [0061]. The Examiner is respectfully requested to reconsider and withdraw the rejections in view of the amendments and remarks contained herein.

### **SPECIFICATION**

The specification stands objected to for certain informalities. Specifically, the Examiner asserts that Applicants' disclosure does not support an information offering apparatus comprising a production management server "sending an assembling instruction to a client computer in an assembly plant to assemble the computer, the assembly instruction indicating the parts selected from the plurality of parts by the user, the client computer having an inspection program for inspecting whether the computer is assembled in accordance with the assembling instruction and the client computer sending information indicating a completion of inspection to the production management server, the production management server, upon receiving the information indicating the completion of the inspection of the computer, forming and transmitting an e-mail to the user having a link that is the same as the short-cut link on the desktop screen of the computer..." as recited by claim 1. The objection is respectfully traversed.

Applicants respectfully direct the Examiner to, for example, paragraphs [0048] and [0049] of the specification, which fully describe and support the features of claim 1 noted by the Examiner. Specifically, paragraphs [0048] and [0049] provide as follows:

[0048] ... Upon registering the order information to the production management database 34a, the production management server 34 sends an instruction of assembling to a client computer in an assembly plant (not shown) connected to the LAN 38 so as to assemble a computer based on the order information. In the assembly plant, parts are picked up and assembled based on the assembling instruction, and information related to the steps and shipment is input through the client computer that is not shown and is transmitted to the production management server 34. An inspection program has been installed in the client computer in the assembling plant for inspecting whether the computer is assembled in accordance with the assembling instruction, and the computer that is assembled is inspected. After having passed the inspection, the client computer sets, to the desktop screen of the assembled computer, a short-cut link (that will be described later) in which the part cords of the assembled computer are incorporated as parameters of a URL on a support information site offered by the FAQ server 36 and, besides, information of the completion of inspection is output to the production management server 34 so as to be registered to the production management data base 34a.

[0049] When information of the completion of inspection is input, the production management server 34 registers information of the completion of inspection to the production management database 34a in relation to the corresponding order information, forms an e-mail including information for notifying the shipment and a link which is the same as the short-cut link set on the desktop screen of the computer assembled by the client computer, and transmits the e-mail to the mail address of the user 20.

As such, the specification and claims are in compliance with 37 CFR 1.75(d)(1) and MPEP § 608.01(o). Therefore, reconsideration and withdrawal of this objection are respectfully requested.

#### **CLAIM OBJECTIONS**

Claim 1 stands objected to based on informalities. Specifically, the Examiner asserts that claim 1 recites "forming and transmitting an e-mail to the user having a link that is the same as the short-cut link on the desktop screen..." and that the specification discloses "an e-mail including information for notifying the shipment and a link which is

the same as the short-cut link set on the desktop screen of the computer." See Office Action, 10/12/2010, pages 3-4. Applicants respectfully note that paragraph [0049] of the specification provides as follows:

[0049] When information of the completion of inspection is input, the production management server 34 registers information of the completion of inspection to the production management database 34a in relation to the corresponding order information, forms an e-mail including information for notifying the shipment and a link which is the same as the short-cut link set on the desktop screen of the computer assembled by the client computer, and transmits the e-mail to the mail address of the user 20.

As such, claim 1 is fully supported by the specification. Claims 4, 6-9, and 11 depend either directly or indirectly from claim 1 and are likewise fully supported by the specification. Reconsideration and withdrawal of the objections are respectfully requested.

Claim 13 stands objected to based on the recitation of receiving both a first request and a second request. The objection is respectfully traversed. However, to expedite prosecution, claim 13 has been amended to recite receiving a first request "or" a second request. Reconsideration and withdrawal of the objections are respectfully requested.

#### **REJECTION UNDER 35 U.S.C. § 103**

Claims 1-4, 7-9, and 13-15 stand rejected under 35 U.S.C. § 103(a) in view of O'Connor et al. (U.S. Pub. No. 2002/0099464), Van Wyngarden (U.S. Pat. No. 6,038,597), Vaccarelli et al. (U.S. Pub. No. 2003/0163380), and Lee (U.S. Pat. No. 6,240,420), and further in view of HTML 4.01 Specification. This rejection is respectfully traversed.

Claim 1 recites a product management system including a production management server and an information offering apparatus for offering, via a communication network, information to a user of a product comprising a computer produced by combining parts selected from a plurality of parts. The information offering apparatus comprises a question-and-answer items storage unit means for storing question-and-answer items including questions for each of the plurality of parts and answers for the questions, for storing a serial number of the product comprising the computer produced by combining the parts selected from the plurality of parts, and for storing a plurality of part codes associated with the serial number and corresponding to the parts selected from the plurality of parts combined to produce the computer. The information offering apparatus further comprises request-receiving means for receiving a request for offering information of the product from the user via the communication network, the request including the serial number and being generated by execution by the user of a short-cut link on a desktop screen of said computer, the short-cut link incorporating the serial number as a parameter of a URL. The information offering apparatus further comprises information-obtaining means for obtaining part-related information related to a part constituting the product based on the serial number in response to receiving the request including the serial number. The information offering apparatus further comprises pick-up means for picking up, from the question-and-answer items storage means, at least one question-and-answer item related to the part constituting the product corresponding to the serial number based on the part-related information that is obtained based on the serial number. The information offering apparatus further comprises transmission means for transmitting the question-and-

answer item that is picked up to the user who has issued the request. The production management server sends an assembling instruction to a client computer in an assembly plant to assemble the computer, the assembly instruction indicating the parts selected from the plurality of parts by the user, the client computer having an inspection program for inspecting whether the computer is assembled in accordance with the assembling instruction and the client computer sending information indicating a completion of inspection to the production management server. The production management server, upon receiving the information indicating the completion of the inspection of the computer, forms and transmits an e-mail to the user having a link that is the same as the short-cut link on the desktop screen of the computer, execution by the user of the link in the e-mail generating a request for offering information of the product from the user that is received by the request-receiving means of the information offering apparatus via the communication network.

The cited references fail to teach or suggest the product management system recited by claim 1.

O'Connor et al., for example, describes a manufacturing control server that tracks and monitors various testing processes of a computer product that is assembled. O'Connor et al., Abstract. O'Connor et al., is silent, however, with respect to a question-and-answer items storage unit means for storing question-and-answer items including questions for each of the plurality of parts and answers for the questions, for storing a serial number of the product comprising the computer produced by combining the parts selected from the plurality of parts, and for storing a plurality of part codes associated with the serial number and corresponding to the parts selected from the plurality of parts

combined to produce the computer, and with respect to request-receiving means for receiving a request for offering information of the product from the user via the communication network, the request including the serial number and being generated by execution by the user of a short-cut link on a desktop screen of said computer, the short-cut link incorporating the serial number as a parameter of a URL, as recited by claim 1.

Further, Van Wyngarden describes a site user that has access to a web site and that can also communicate directly via a link with a site provider at a first user point via e-mail for the purpose of submitting orders for goods offered for sale at the web site. Van Wyngarden, Col. 3, Lines 51-59. Van Wyngarden is silent, however, with respect to a question-and-answer items storage unit means for storing question-and-answer items including questions for each of the plurality of parts and answers for the questions, for storing a serial number of the product comprising the computer produced by combining the parts selected from the plurality of parts, and for storing a plurality of part codes associated with the serial number and corresponding to the parts selected from the plurality of parts combined to produce the computer, and with respect to request-receiving means for receiving a request for offering information of the product from the user via the communication network, the request including the serial number and being generated by execution by the user of a short-cut link on a desktop screen of said computer, the short-cut link incorporating the serial number as a parameter of a URL, as recited by claim 1.

Further, Vaccarelli et al. describes an email survey that has html links so that a customer can go directly to online help and that requires a user to fill out information

including name, address, email, account number, category of problem, make/model of product, severity of problem and a description in the customer's own words of the problem. Vaccerelli, para. [0024]. Vaccerelli is silent, however, with respect to a question-and-answer items storage unit means for storing question-and-answer items including questions for each of the plurality of parts and answers for the questions, for storing a serial number of the product comprising the computer produced by combining the parts selected from the plurality of parts, and for storing a plurality of part codes associated with the serial number and corresponding to the parts selected from the plurality of parts combined to produce the computer, and with respect to request-receiving means for receiving a request for offering information of the product from the user via the communication network, the request including the serial number and being generated by execution by the user of a short-cut link on a desktop screen of said computer, the short-cut link incorporating the serial number as a parameter of a URL, as recited by claim 1.

Further, Lee describes the use of menu windows 700, 720, and 740 to select a user wanted item, for example a FAQ on the HDD device model M555D. Lee, Figure 7. Lee is silent, however, with respect to a question-and-answer items storage unit means for storing question-and-answer items including questions for each of the plurality of parts and answers for the questions, for storing a serial number of the product comprising the computer produced by combining the parts selected from the plurality of parts, and for storing a plurality of part codes associated with the serial number and corresponding to the parts selected from the plurality of parts combined to produce the computer, and with respect to request-receiving means for receiving a request for

offering information of the product from the user via the communication network, the request including the serial number and being generated by execution by the user of a short-cut link on a desktop screen of said computer, the short-cut link incorporating the serial number as a parameter of a URL, as recited by claim 1.

Finally, the HTML 4.01 Specification describes the use of HTML but is silent with respect to a question-and-answer items storage unit means for storing question-and-answer items including questions for each of the plurality of parts and answers for the questions, for storing a serial number of the product comprising the computer produced by combining the parts selected from the plurality of parts, and for storing a plurality of part codes associated with the serial number and corresponding to the parts selected from the plurality of parts combined to produce the computer, and with respect to request-receiving means for receiving a request for offering information of the product from the user via the communication network, the request including the serial number and being generated by execution by the user of a short-cut link on a desktop screen of said computer, the short-cut link incorporating the serial number as a parameter of a URL, as recited by claim 1.

For at least the above reasons, claim 1 defines over the prior art. Claims 2-4, and 7-9 depend either directly or indirectly from claim 1 and likewise define over the prior art. Limitations similar to those discussed above with respect to claim 1 are also recited by claim 13. For at least the above reasons, claim 13 likewise defines over the prior art. Claims 14-15 depend from claim 13 and likewise define over the prior art. Reconsideration and withdrawal of the rejections are respectfully requested.



Claim 6 stands rejected under 35 U.S.C. § 103(a) in view of O'Connor et al. (U.S. Pub. No. 2002/0099464), Van Wyngarden (U.S. Pat. No. 6,038,597), Vaccarelli et al. (U.S. Pub. No. 2003/0163380), and Lee (U.S. Pat. No. 6,240,420), and further in view of HTML 4.01 Specification and further in view of Meyer et al. (U.S. Pat. No. 6,826,715). This rejection is respectfully traversed. Claim 6 depends indirectly from claim 1, which defines over the prior art as discussed in detail above. For at least the above reasons, claim 6 likewise defines over the prior art. Reconsideration and withdrawal of the rejection are respectfully requested.

Claim 11 stands rejected under 35 U.S.C. § 103(a) in view of O'Connor et al. (U.S. Pub. No. 2002/0099464), Van Wyngarden (U.S. Pat. No. 6,038,597), Vaccarelli et al. (U.S. Pub. No. 2003/0163380), and Lee (U.S. Pat. No. 6,240,420), and further in view of HTML 4.01 Specification, and further in view of Sidie (U.S. Pat. No. 6,170,056). This rejection is respectfully traversed. Claim 11 depends indirectly from claim 1, which defines over the prior art as discussed in detail above. For at least the above reasons, claim 11 likewise defines over the prior art. Reconsideration and withdrawal of the rejection are respectfully requested.

## **CONCLUSION**

It is believed that all of the stated grounds of rejection have been properly traversed, accommodated, or rendered moot. Applicants therefore respectfully request that the Examiner reconsider and withdraw all presently outstanding rejections. It is believed that a full and complete response has been made to the outstanding Office Action and the present application is in condition for allowance. Thus, prompt and

favorable consideration of this amendment is respectfully requested. If the Examiner believes that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at (248) 641-1600.

Respectfully submitted,

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